RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 24, 1997

RJR Account #332520
Mr. A. Grass
KEYSTONE TOBACCO

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Alan:

WINSTON regular product has been ordered (see quantities listed below), as well as 15 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11112	*Light*	12M	1

Product / Premium Arrival:	**August 11, 1997**
Ship Date to Retail:	**Week of: August 25, 1997**
SKU CUBE:	**1.7150**
SKU WT (w/o Product):	**6.6200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$N/A**
Non-EFT $ Amount:	**$709.24**

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Source: https://www.industrydocuments.ucsf.edu/docs/szly0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (1 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/szly0000

Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2 lighters

FREE with 2-pack purchase

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PTD IN USA

Source: https://www.industrydocuments.ucsf.edu/docs/szly0000

WHOLESALER : 332520 KEYSTONE TOBACCO CO.,INC. <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	763325	ANGLE MARKET_#1	254 CHENANGO ST	BINGHAMTON	NY	13901	1				(607)722-7582
162204	162226	639445	FAST MART	1304 NORTH STREET	ENDICOTT	NY	13760	1				(607)785-9600
162204	162226	714966	HESS #32279	GEORGE F HIGHWAY	ENDWELL	NY	13760	2				(607)754-8031
162204	162226	746235	PARLOR CITY SMK SHO	46 COURT ST	BINGHAMTON	NY	13901	1				(607)722-4643
162204	162226	762326	WEST SIDE MINI MART	96 MAIN ST	BINGHAMTON	NY	13905	1	NYS			(607)772-8079
162204	162226	763827	HESS #32276	357 STATE ST	BINGHAMTON	NY	13901	5	NYS			(607)722-9334
162204	162226	171103	QUALITY MARKET	1206 VESTAL AVE	BINGHAMTON	NY	13903	3	NYS			(607)724-4557
162605		058682	SWEENY'S MARKET	W. MAIN & RT 434	APALACHIN	NY	13732	1	NYS			(607)625-3341

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 15

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Source: https://www.industrydocuments.ucsf.edu/docs/szly0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 08/27/97

ACCOUNT NUMBER: 332520
VOUCHER NUMBER: 15367359
DATE WRITTEN: 08/27/97
STATUS: PAID
AMOUNT PAID: 28.00

KEYSTONE TOBACCO CO
1 ALICE STREET
PO BOX 1771
BINGHAMTON , NY 13904
SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.00	28.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / JMC

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Source: https://www.industrydocuments.ucsf.edu/docs/szly0000